

Zakary Pashak  
Detroit Bikes  
313.815.9886  
zak@detroitbikes.com

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Dear Senate Judiciary Committee:

Detroit Bikes adds its support to the bicycle safety package before this committee. We join in urging you to vote in favor SB1029, SB1030, SB1076, SB1077, and SB1078. These bills protect vulnerable roadway users, create clear standards for how to safely pass a bicyclist, and improve driver's education in Michigan to put a greater emphasis on bicycle safety.

Detroit Bikes employs 50 Michigan residents, half of whom live in the city of Detroit. Our factory is deep on the West side of the city, in a neighborhood that needs to see economic revitalization about as badly as anywhere in North America. The factory is 50,000 sq feet and has the capacity to double the output of American made bicycle frames.

In 2015, roughly 18,000,000 bicycles were sold in America, over 99% of which were made in Asia.

Detroit Bikes marks the return of large scale bicycle manufacturing to the United States and is part of a Detroit comeback story that is inspiring people across the country.

Recent coverage in the New Yorker and Bloomberg can be found here:

<http://www.bloomberg.com/features/2016-detroit-bikes/>  
<http://www.newyorker.com/business/currency/making-bicycles-in-detroit-is-an-uphill-ride>

One of the beautiful coincidences of starting this company in Detroit, which in 2010 was by no means a cycling mecca, has been the explosion of interest in urban cycling here. From Tour du Troit, to Slow Roll and the now daily group rides throughout the city, to the work of Todd Scott at Detroit Greenways, to Rails to Trails and the city's focus on expanding bicycle infrastructure. There is something tangible happening here. I met with Alicia Washeleski who is in charge of construction on the new Red Wings arena this past Friday and found that she too was focused on bicycles and how to make the arena bike friendly (while fulfilling the strict requirements of homeland security). Last year in Detroit 4 new bicycle shops opened for business.

Cycling in Detroit, and in Michigan as a whole, has captured the spirit of people. Interest in cycling is having an economic impact.

From a policy perspective- investment in cycling infrastructure requires a fraction of what it takes to invest in car infrastructure and the returns greatly outpace it. Young people no longer want to live in the suburbs. People do not want to drive for hours every day, and in many cases they don't want to drive at all. As more people look to urbanize and live in densely populated areas it is foolish not to focus on safe transportation alternatives. Detroit

understands that it's revival depends on it embracing new forms of transportation. Even Ford Motors is now getting into bike share.

<https://techcrunch.com/2016/09/09/ford-backs-massive-bike-share-expansion-in-the-san-francisco-bay-area/>

Detroit Bikes assembled the bikes for Ford's announcement.

There is an undeniably positive change afoot in Michigan as the state embraces cycling. We need to see the Judiciary Committee support this movement by helping keep cyclists safe. You have no doubt received many letters outlining the nuances of these bills and how they protect cyclists. Detroit Bikes strongly encourages you to consider the safety of cyclists as we see this movement take hold.

Sincerely,

Zakary Pashak  
President  
Detroit Bikes  
www.detroitbikes.com